

The story of Italian cooking begins with a people characterized by an enthusiasm for life, an appreciation for fine foods and a love of tradition and family. Italians have very much proven themselves masters of many art forms and L'Arte Della Cucina Italiana is no exception.

It has been said that God was very generous when he created Italy. The landscape and geography has provided an extensive palate of seductively fresh and natural ingredients that the Italian people have cultivated and cared for over time with much reverence. Thus the Italian table has evolved into a versatile feast embodying culinary riches inherent to each region. As in wine making it is the grapes and the process that imparts the unique flavor of any blend. The multilayer of sweetness, sourness and smoothness of balsamic vinegar is achieved when Trebbiano grapes are fermented in a series of hardwood barrels, imparting flavor and color.

With the passage of time and talent Italian cooking has evolved. Although deeply rooted in tradition, Italian cooking has allowed for the assimilation of modern influences into the culinary culture. Much of what has been learned over generations and was traditionally reserved for cooking professionals has gradually become available in the modern marketplace. Italian cooking has earned its highly regarded position in the universal culinary world contributing not only original recipes but unique ingredients.

Balsamic vinegar, made in Modena, Italy in the Emilia Romagna region, was long reserved exclusively to the Italian culinary community. First introduced to the United States in the mid-1970's, it has steadily gained popularity throughout the world and as a condiment has become one of the most fascinating food products in the food business today.

Balsamic Glaze is a reduction of balsamic vinegar, sugar and starch. The result is a much more concentrated sauce or glaze with a smooth syrupy texture. In the past professional cooks created balsamic glaze with uncertain results. The chefs of Culinaria Gia Russa has created the ultimate flavor enhancer and has brought it mainstream to the average consumer who can be assured a glaze without the work. It is our intention to expand your culinary repertoire by incorporating balsamic glaze into a wide variety of dishes from entrees to desserts. Probably the most versatile flavor enhancer on the market today, balsamic glaze can be used when sautéing, grilling, cooking, basting as well as for drizzling to create spectacular presentations.

Dear Helena,  
Here is the copy i recently wrote for a consumer brochure we are doing with recipes to promote and educate the consumer. Let me know if there is anything else you need.  
Thank You!  
Linda